



# Healthy Incentives Pilot (HIP)

## MA Department of Transitional Assistance

**Hampden County Community Forum**  
**March 10, 2011**

**When times are tough,  
we're here to help.**

FOOD ASSISTANCE • JOB ASSISTANCE • CASH ASSISTANCE • EMERGENCY SHELTER

Believing you can.

DEPARTMENT OF TRANSITIONAL ASSISTANCE



**Healthy food, healthy you.**

FOOD STAMP BENEFITS

Believing you can.

DEPARTMENT OF TRANSITIONAL ASSISTANCE




**Let's work together.**

VOCATIONAL EDUCATION AND TRAINING • JOB SEARCH ASSISTANCE • POST EMPLOYMENT SUPPORT

Believing you can.

DEPARTMENT OF TRANSITIONAL ASSISTANCE



# DTA's Mission and Goals

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**The Department's mission is to assist low-income individuals and families to meet their basic needs, increase their incomes, and improve their quality of life**

DTA's goals are:

- ▣ Ensuring access to basic benefits
- ▣ Increasing employment of TAFDC recipients

# Who DTA Serves

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## **DTA serves one out of every eight people in the Commonwealth**

- ❑ Our clients include working families, children, elders, and people with disabilities
- ❑ Our primary objective is to provide the right resources to the right people at the right time
- ❑ Our 23 Transitional Assistance Offices (TAOs) around the state allow us to use creative outreach efforts and flexible service delivery models to ensure that our resources are accessible to—and work effectively for—our clients

# DTA's Programs

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## Cash Assistance

- **Transitional Aid to Families with Dependent Children (TAFDC)** provides cash assistance to families within 185% of the FPL
  - Federal funding for this program comes from TANF
  - Serve 52,000 households each month
- **Emergency Aid to the Elderly, Disabled and Children (EAEDC)** provides limited cash assistance to elderly and disabled persons, as well as children, who are not covered by our other programs
  - Serve 22,000 households each month
- **Supplemental Security Income (SSI)** provides cash assistance in addition to federal Social Security benefits for elders and people with disabilities
  - Serve 188,000 households each month

# DTA's Programs

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## Food

- **Supplemental Nutrition Assistance Program (SNAP, formerly Food Stamps)** provides food and nutritional benefits and is federally-funded.
  - Issue \$103 million in SNAP benefits each month
  - Serve 433,000 households each month

## Job Assistance

- **Employment Services Program (ESP)** provides job search, job training, and related support services to TAFDC/TANF recipients.

# What Is HIP?

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- ❑ Healthy Incentives Pilot (HIP)
- ❑ Demonstration grant funded by the U.S. Department of Agriculture's Food and Nutrition Services (USDA FNS)
- ❑ Only one of its kind in the country
- ❑ Test the effects of providing a financial incentive to households for purchasing healthy fruits and vegetables with their SNAP benefits

# Why Did DTA Apply for HIP?

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- HIP relates to our mission; many of our initiatives focus on reducing hunger, improving nutrition
  - Increasing efforts to ensure more households access SNAP; efforts include web-based applications, waivers and streamlined processing, collaborations with community based organizations, and hunger summits
  - Re-aligning our SNAP nutrition education programs to better target and expand resources and reach more households
  - Working with the MA Department of Agricultural Resources (DAR) to expand EBT access at farmers' markets
- Opportunity for DTA, its partner agencies, and its stakeholders to further unite toward the common goal of improved nutrition for residents of the Commonwealth
- Opportunity to participate in the creation of national SNAP policy

# DTA's Goals for HIP

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- ❑ Successfully implement HIP and pave the way for a replicable new service delivery model throughout MA and across the nation
- ❑ Increase SNAP recipients' access to and consumption of healthy, fresh foods
- ❑ Improve the perception of SNAP by touting its effectiveness as an economic stimulant and critical nutrition benefit
- ❑ Utilize HIP forum to strengthen connections in Hampden County
- ❑ Integrate best practices, improve and inform SNAP policy, procedures and program development



# Hampden County: HIP Pilot Site

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- ❑ HIP RFA required the pilot site to be a locality with mainstream SNAP operations currently serving a caseload of 35,000 to 60,000 households
- ❑ The eight largest areas in Hampden County\* together hold a SNAP caseload of about 50,000 households
  - 27 urban, suburban, and rural communities
  - Contains two of the lowest-income cities in the Commonwealth
  - Outstanding network of nonprofits and food retailers
  - Three DTA offices

\* Springfield, Chicopee, Holyoke, Agawam, Ludlow, Palmer, Westfield and West Springfield

# Hampden County: HIP Pilot Site

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## □ Hampden County data and demographics

- 85% of SNAP recipients live in urban areas of Hampden County
- 13% of total SNAP benefits issued in MA
- 65.4% participation rate (compared to national average of 56.6%)
- 58% heads of household are female
- 44% of caseload are children under 18
- 47% are households of two or more
- 22% speak Spanish as primary language
- 416 SNAP authorized retail stores; 94 sell produce
- \$12.6m in SNAP benefits monthly
- Retailer redemptions range from \$1 to \$3m

# Hampden County: Cities and Towns

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- ❑ Agawam
- ❑ Blandford
- ❑ Brimfield
- ❑ Chester
- ❑ Chicopee
- ❑ East Longmeadow
- ❑ Granville
- ❑ Hampden
- ❑ Holland
- ❑ Holyoke
- ❑ Longmeadow
- ❑ Ludlow
- ❑ Monson
- ❑ Montgomery
- ❑ Palmer
- ❑ Russell
- ❑ Southwick
- ❑ Springfield
- ❑ Tolland
- ❑ Wales
- ❑ West Springfield
- ❑ Westfield
- ❑ Wilbraham

## How Will HIP Work?

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- Random sample of 7,500 SNAP households in Hampden County will be selected to receive financial incentives through HIP
  - Of these, 1,500 will be selected to serve as the experimental group so the impact of the incentive can be studied closely by evaluators
  - An additional 1,500 households not participating in HIP will be selected to serve as the control group so the impact of not receiving the incentive can be studied

## How Will HIP Work?

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- ❑ The participating HIP households will receive an incentive of additional SNAP dollars (30% of purchase of eligible HIP foods) when they buy HIP-targeted fruits and vegetables using their SNAP benefits
  - The incentive amount and accumulated monthly value of incentives will be displayed on the cash register receipts
  - Incentive benefit available to participant immediately for future SNAP purchases
  - Incentive cap of \$60 per month per household

# How Will HIP Work?

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- ❑ HIP-eligible foods include fresh, frozen, canned or dried fruits and vegetables
- ❑ Must be purchased at participating retail stores

# Timeline

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**August 17, 2010:**

Award announced

**September 2010 – October 2011:**

Planning, testing, and training of pilot systems

(Most client and partner training will take place August – December 2011)

**November 2011 – February 2013:**

Operation phase of pilot (14 months)

(Incentives begin; each household received incentives for 12 months)

**March 2013 – June 2013:**

HIP operations close out

# Participants

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- ❑ Good opportunity to purchase fresh fruits and vegetables
- ❑ DTA will do all we can to make participation easy
  - Multiple mailings on HIP; materials in different formats (booklet, letter, palm card, internet video)
  - Multiple opportunities for in-person orientation
  - Community stakeholders with which they are involved will be educated on HIP
  - Hotline
  - Gather feedback from participants



# Food Retailers

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- ❑ HIP cannot succeed without leadership from supermarkets, grocery stores, convenience stores, and farmers' markets
- ❑ Clients will receive 30% benefit only if shop at participating retailers

# Food Retailers

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- DTA will work with retailers, TPPs and ACS (state EBT vendor) to make all necessary modifications to existing systems and processes
  - Integrated electronic cash register (IECR) systems that include scanners and point-of-sale (POS) interfaces will be reprogrammed to identify target foods, calculate and transmit their value and print resulting incentive values on receipts
  - Stand-alone (side by side) POS terminals or voucher systems will create and manually enter separate subtotal of HIP target foods based on visual identification

# Food Retailers

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- ❑ All retailers in Hampden County invited to participate
- ❑ DTA will promote participating retailers to HIP clients and community providers
- ❑ Significant support provided by DTA and ACS: regular calls, advisory board, site visits, in-person training for staff, hotline
- ❑ Grant pays for the costs of system changes
- ❑ MOU between DTA, ACS and each retailer

# Food Retailers

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- ❑ Large retailers committed to partnering
  - Cumberland Farm
  - Fruit Fair
  - Geissler's
  - Price Rite
  - Stop and Shop
  - WalMart
- ❑ Actively recruiting medium and small, local stores and farmers markets

# Community Partners

- Hampden County has a strong network of community partners, including nonprofits, health centers, state and community social service agencies, and advocacy groups

# Community Partners

## ■ Ask that you:

- Identify, recruit and sustain retailers
- Host information sessions for HIP participants
- Provide information about HIP and partner retailers to selected participants
- Engage in discussion about HIP and DTA SNAP policy

# Community Partners

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- ❑ Baystate Medical
- ❑ Community Involved in Sustaining Agriculture (CISA)
- ❑ Food Bank of Western MA
- ❑ Holyoke Health Center and Holyoke Food and Fitness Policy Council
- ❑ HAP Housing
- ❑ Lorraines' Soup Kitchen and Pantry
- ❑ MA Department of Public Health: WIC, Nutrition Division
- ❑ MA Farmers' Markets
- ❑ MA Law Reform Institute
- ❑ Mercy Medical Center
- ❑ MLK Jr Community Center
- ❑ Nuestras Raices
- ❑ Partners for a Healthier Community and Live Well Springfield
- ❑ Pioneer Valley Planning Commission
- ❑ Square One
- ❑ Springfield Partners for Community Action
- ❑ Tapestry Health
- ❑ Valley Opportunity Council
- ❑ Western MA Network to End Homelessness
- ❑ **ADD YOUR NAME HERE!**